

# Study on Available Research on Consumer Shopping Practices and the Role of Women in Shopping

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**Abstract:** *Not all individuals who make a purchase of a product or service can be classified as a user or customer. The field of consumer behavior has focused on individuals and the factors that influence their decision-making process about the amount of money they allocate for purchasing consumer products. Consumer behavior has been shaped by various academic disciplines, such as sociology, psychology, social psychology, cultural anthropology, and economics. Most shoppers are women and are considered a substantial influence in the retail sector. Due to biological, neurological, and behavioural differences, women have distinct thought processes compared to men. These differences, in turn, influence their purchasing behavior. Women tend to seek advice from others in order to benefit from their experiences, while men tend to gather sufficient information about a product or service through online sources, advertisements, and reviews. This article provides a comprehensive assessment of the research on consumer buying behavior and the role of women in the marketplace. The primary objective of this article is to identify various schools of thought that can assist and guide future studies. The researcher has examined study materials pertaining to consumer purchasing behavior and the involvement of women in the retail industry. Women tend to seek insights from others by questioning people around them, whereas men tend to gather sufficient information about a product or service through the internet, advertising, and reviews. This article provides a comprehensive assessment of the research on consumer buying behavior and the role of women in the marketplace. The primary objective of this article is to identify various schools of thought that can assist and guide future studies. The researcher has examined study materials pertaining to consumer purchasing behavior and the involvement of women in the retail industry.*

**Keywords:** consumer behavior, researcher, shopping experience, role of women